



2022 Annual Report



Our Mission

The mission of the Fitchburg Senior Center is to advance healthy aging from vibrant to vulnerable populations through diverse social, recreational, and volunteer opportunities and supportive services.

Our Vision

The vision of the Fitchburg Senior Center is to become the recognized leader in building connections and opportunities to reimagine aging and empower individuals to be their best selves.

2022 Staff

Jill McHone, Director	40 hours
David Hill, Assistant Director	40 hours
Mandi Miller, Volunteer Program & Nutrition Site Manager	40 hours
Amy Jordan, Social Worker	40 hours
Sarah Folkers, Social Worker	20 hours
Katie Bogucki, Case Manager	40 hours
Suzie Jones, Office Assistant	40 hours



2022 Fitchburg Senior Center Friends

President: Robert Hillner
Vice President: Nancy Keeney
Secretary: Leslie Hall
Treasurer: Marcia Griskavich
Earl Fischer
William Horns
Jerry Kelly
Judy Nackers

John Pinkert
Carol Rodriguez
Bob Rottman
Gail Schauer
Dianne Schmidt
Kathy Sosnouski
Friends Support For 2022 = \$8,813



2021-2022 Commission on Aging Well

Alder Dave Herbst, Council Rep
Jim Sosnouski, Chair
Barbara Rottman, Vice Chair
Linda Gorchels
Paul Pitas
Donna Stewart
Pam Yoder

A Year in Review

As you dive into the Senior Center's 2022 annual report, the facts will speak for themselves. Program participation is at an all-time high. Social Work services and the nutrition programs are serving more and more older adults. The growth the Senior Center is experiencing is challenging yet exciting and thanks to the support of the City, participants, volunteers and the Senior Center's dedicated staff, our Department is able to meet the demands of this increasing population.

Not reflected in the program statistics are accomplishments below that deserve mentioning:

- ◇ Created a new shared Social Work position between the Senior Center and the Police Department.
- ◇ Fundraised over \$55,000 from private donors and local businesses for an outdoor patio.
- ◇ Updated the Senior Center marketing brochure and translated into Spanish.
- ◇ Created a vision statement and updated the Department's mission statement.
- ◇ Welcomed three new senior apartment complexes. The Limerick, Quarry Ridge and No-vation Commons.

In 2023 our Department will use our vision **“to become the recognized leader in building connections and opportunities to reimagine aging and empower individuals to be their best selves”** as our guide to continue meeting the needs of Fitchburg's older adults.



Spanish Bingo!

Social Work Report

Social Work services include:

1. **Case Management (CM)** - services are provided to seniors who need ongoing monitoring and services for an indefinite period in order to remain independent in their homes.
2. **Medicaid CM (MA CM)** - same services as above but provided to individuals who are on Wisconsin Medicaid. This type of CM is reimbursable by Dane County.
3. **Information & Assistance (I & A)** - services are provided to seniors who are in need of one-time or sporadic information and/or assistance.

CM – 2,619 hours, 430 clients

MA – 306.5 hours, 33 clients

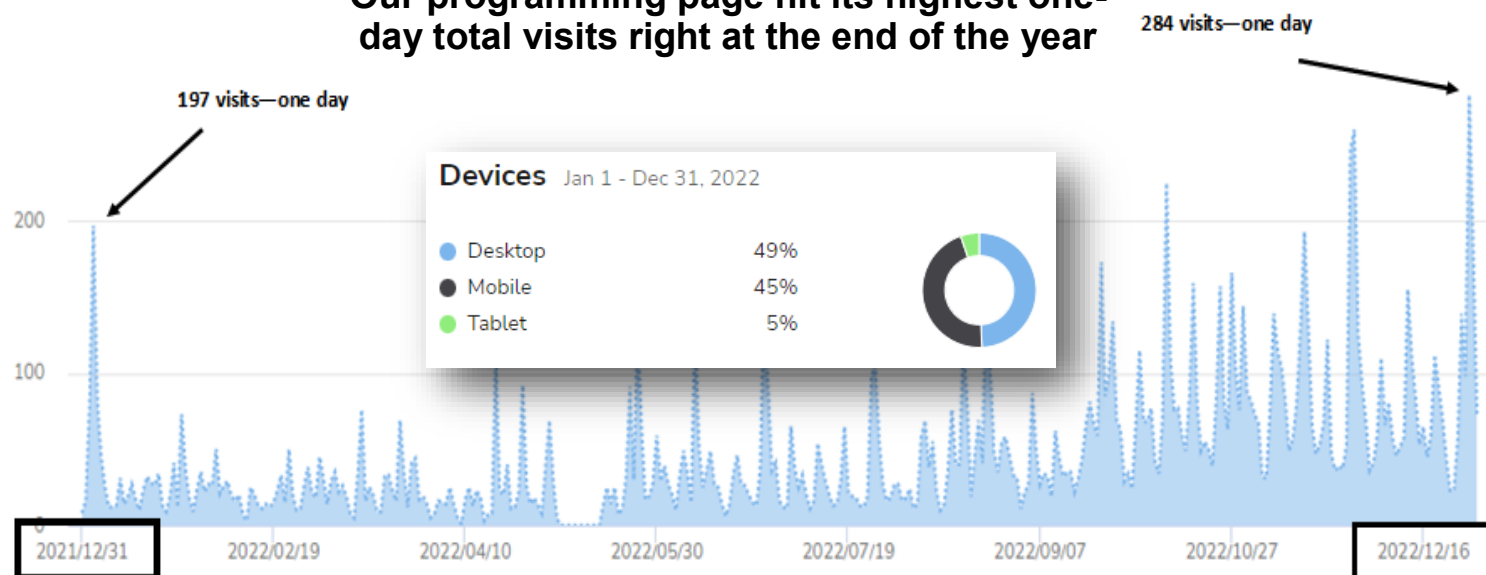
I&A – 674.5 hours, 366 clients

Every Month Programs

Aerobics	Functional Fitness	Yoga	Ballroom Basics
Tai Chi	Pickleball	Cardio Drumming	Tax Help
Dance Parties	Caregiver Support	Foot Care	Massage
Men's Group	Women's Group	Women Support Women	Craft Programs
Lecture Programs	Quilting Group	Euchre	Sheepshead
Two Book Clubs	Memoir Writing	Ukulele Network	Travel Shows
Lesbian Women's Social Group	Financial Group	Bridge Group	Ping Pong
Art Studio	Bunko	Chess Club	Make a Card Club

An average of 8-12 NEW one-time programs each month

Our programming page hit its highest one-day total visits right at the end of the year



Participants getting our information online has never been more popular than in 2022. Our e-newsletter subscription growth by years: **2019 = 270; 2020 = 352; 2021 = 602; 2022 = 929; for a total growth of 327 new subscribers for 2022.**

Visitors to our program registration page: **January—December 2022 = 12,993.**

The Senior Center newsflash, sent out twice per month, open averages:

Your open rate:	70%
vs. previous 12 months	+7%
vs. industry average	+33%

For 2022 we generated over 167 spreadsheets of registered participants in the various programs listed above. An income of over \$32,000 for health & wellness programs.

2022 Senior Nutrition Program Report:

Congregate Meals: 7,392
Home Delivered Meals: 6,702
Total Meals Served: 14,094

*Meal Partnership w/ Hy-Vee Fitchburg until September 1, 2022

2022 Senior Transportation:

Total Rides (meal site & shopping): 2,998
Total Riders (meal site & shopping): 88

Driver Escort Rides:

Rides: 228 Rides
Riders: 36 people

2022 Volunteer Program Report:

Total Volunteers: 180
Total Volunteer Hours: over 16,440

**What makes us special? Staff
engagement with participants.**



**Reaching out to the Town of
Madison!**

